

Message Text

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PAGE 01 SANTIA 03080 022310Z

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 USIA-15 /033 W

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R 022057Z MAY 75

FM AMEMBASSY SANTIAGO

TO SECSTATE WASHDC 3159

UNCLAS SANTIAGO 3080

E.O.11652:N/A

TAGS: BEXP, CI

SUBJ: QUARTERLY REVIEW OF COMMERCIAL ACTION PROGRAM;
THIRD QUARTER FY 1975

1. BEGIN SUMMARY. FY 1975 CAP FOR SANTIAGO ON SCHEDULE.
IN-DEPTH SURVEY CAMPAIGNS MODIFIED UNTIL EFFECTS OF NEW
AUSTERITY PROGRAM ARE KNOWN. END SUMMARY.

2. CAMPAIGN I - AGRICULTURAL EQUIPMENT

A) MARKET STUDY SENT TO WASHINGTON ON JANUARY 10,
SANTIAGO A-6.

B) TWO SHOWINGS OF "ELECTRONIC SUPERMARKET" INCLUDED
REPRESENTATIVAS OF AGRICULTURAL ORGANIZATIONS IN AUDIENCE.

2. CAMPAIGN II - CONSTRUCTION EQUIPMENT

A) MARKET STUDY SENT TO WASHINGTON BY SANTIAGO A-44 OF MARCH 5.

B) FILM SHOWING APRIL 9 TO AGENTS OF U.S. FIRMS IN AGRICULTURAL,
CONSTRUCTION AND MINING EQUIPMENT
FIELDS FEATURED "ELECTRONIC SUPERMARKET" AND
TWO OTHER USIS FILMS, "AVENTURA MARINA"
(OFFSHORE OIL DRILLING) AND "MINING AND THE ENVIRONMENT".

C) SEVERAL TO'S LOGGED DURING RESEARCH ON MARKET STUDY -
OTHERS IN PIPELINE.

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3. CAMPAIGN III - MINING EQUIPMENT

A) MARKET STUDY SENT TO WASHINGTON BY SANTIAGO A-56 OF MARCH 31.

B) RESEARCH UNCOVERED EXISTENCE OF EXHAUSTIVE PROCUREMENT LIST OF CHILEAN COPPER COMPANY (CODELCO) WHICH WILL BE AVAILABLE TO EMBASSY FOR TO EXPLITATION IN MAY.

C) MINING EQUIPMENT AGENTS, END-USERS ATTENDED FILM SHOWING LISTED IN 2.B. ABOVE.

4. SURVEY CAMPAIGNS

PRELIMINARY RESEARCH CONFIRMS MARKET POTENTIAL IN ALL FOUR CATEGORIES LISTED IN SANTIAGO 5620 OF SEPT. 13, 1974; MEDICAL EQUIPMENT, COMPUTERS, MARINE ENGINES, PLASTIC EXTRUSION MACHINERY. EFFECTIVE DEMAND FOR THESE AND MANY OTHER CATEGORIES, HOWEVER, MAY BECOME QUITE LIMITED IN COMING WEEKS AS GOC'S STEADY DEVALUATION OF ESCUDO DRIVES UP INTERNAL PRICE OF ALL IMPORTS AND AS PROGRAMMED AUSTERITY LOWERS CURRENT CONSUMPTION LEVELS. OF THE FOUR CATEGORIES SCHEDULED FOR SURVEY, POST THINKS EFFECTIVE DEMAND FOR MEDICAL EQUIPMENT MOST PROBABLE TO REMAIN RELATIVELY HIGH DURING COMING PERIOD OF AUSTERITY. ACCORDINGLY, POST EFFORTS DURNG FINAL QUATER WILL BE FOCUSSED ON MEDICAL EQUIPMENT.

5. WE HAVE HELD THREE EVENTS AT WHICH "ELECTRONIC SUPERMARKET" WAS FEATURED: A) GROUP OF AGENTS (SEE 2.B. ABOVE), B) REPRESENTATIVES FROM NEW CHILEAN EXPORT PROMOTION AGENCY, PROCHILE ON APRIL 16, C) MEMBERS OF CHILEAN CONFEDERATION OF PRODUCTION AND COMMERCE, (WHICH INCLUDES 5 MAJOR INDUSTRIAL AND COMMERCIAL UNITS) ON APRIL 24. THE LAST EVENT, HELD IN THE BINATIONAL CENTER AS A BREAKFAST EVENT, WAS THE MOST SUCCESSFUL, DRAWING SOME 25 ATTENDEES. WE WILL BE FOLLOWING UP ON NEW CONTACTS MADE THERE IN COMING WEEKS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 MAY 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SANTIA03080
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750155-0602
From: SANTIAGO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750586/aaaadaqa.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUL 2003 by maginmm>; APPROVED <04 MAR 2004 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: QUARTERLY REVIEW OF COMMERCIAL ACTION PROGRAM; THIRD QUARTER FY 1975
TAGS: BEXP, CI
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006